

COMMERCE

Fraser's Group strikes multimillion-dollar deal for Matchesfashion

December 20, 2023



The buyer purchased the business in a deal reportedly worth nearly \$57 million at current exchange. Image credit: Matchesfashion

By LUXURY DAILY NEWS SERVICE

U.K. retailer **Fraser's Group** is acquiring luxury ecommerce platform **Matchesfashion**.

The buyer purchased the business from British private equity firm Apax Partners in a deal reportedly worth 52 million euros, nearly \$57 million at current exchange. The transfer will be settled in cash from Fraser's Group's existing facilities and reserves upon completion, with Matchesfashion CEO Nick Beighton working closely with the U.K. company to create a synergistic business strategy.

"Matches has always been a leader in online luxury retail and has incredible relationships with its brand partners," said Michael Murray, CEO of Fraser's, in a statement.

"This acquisition will strengthen Fraser's luxury offering, further deepening our relationships and accelerating our mission to provide consumers with access to the world's best brands," Mr. Murray said. "Whilst the global luxury environment is softer, we are confident that, by leveraging our industry-leading ecosystem, we will unlock synergies and drive profitable growth for Matches."

M&As continue with Matches

The acquisition furthers Fraser Group's efforts to elevate its portfolio, as owner and British billionaire Mike Ashley continues to boost the conglomerate's ownership of "premium third-party brands."

The conglomerate houses mostly mass-market names including British department store brand House of Fraser, American sports equipment company Everlast and British retail chain JD Sports. In 2020, the English retail tycoon took a 12.5 percent stake in British leather goods maker Mulberry as part of the repositioning ([see story](#)).

It is now stepping in to save bottom lines at Matchesfashion, a digital seller of men's and women's prestige items said to generate the bulk of its revenue on an international basis, delivering to 150 nations outside of the U.K.



With brands like British retailer Flannels already in the portfolio, Matchesfashion is adding to Frasers Group's luxury lineup. Image credit: Frasers Group

Matchesfashion has been battling sales declines as of late, seeing an adjusted EBIT DA loss of 33.5 million euros, or \$36.7 million at current exchange, for the year ended Jan. 31, 2023.

With Frasers Group's resources behind it, Matchesfashion could begin to regain ground.

"Since I joined Matches last year, we have made good progress, sharpening our brand and product curation and improving the day-to-day operations of the business," said Mr. Beighton, in a statement.

"As a result, we have seen a resilient trading performance despite the challenging economic backdrop," he said. "Being part of Frasers, with their utter commitment to luxury, will give this business access to greater scale, best-in-class retail expertise and the financial stability it needs to more effectively deliver for our brand partners and our customers."

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